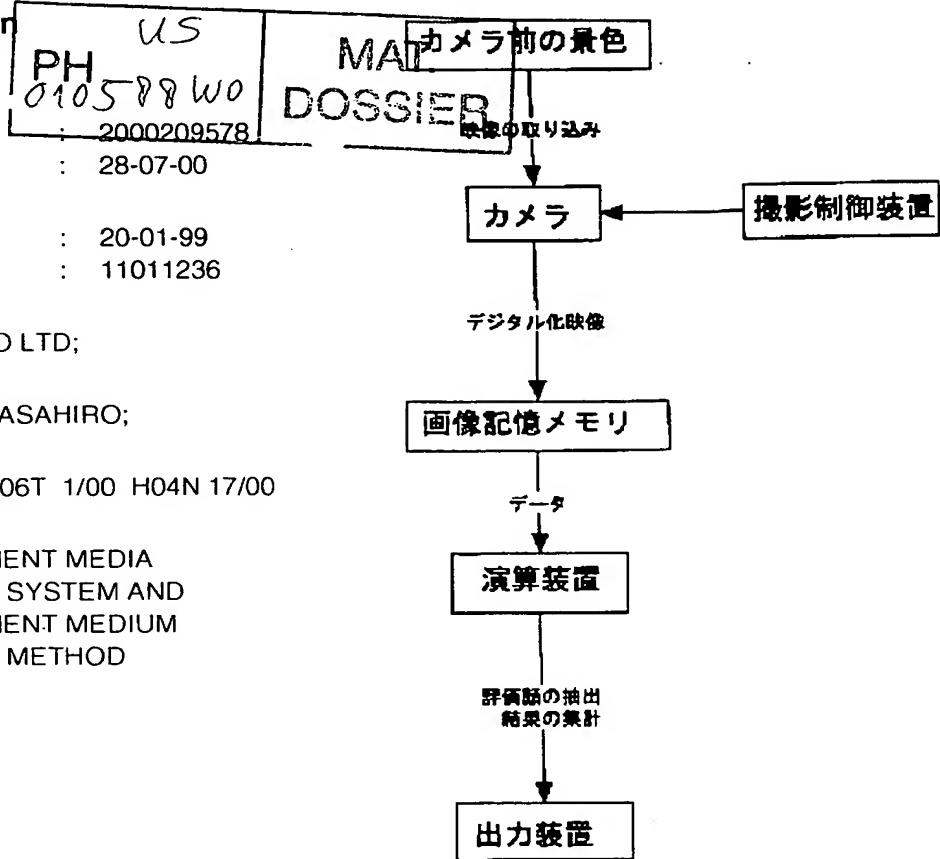


EUROPEAN PATENT OFFICE

Patent Abstracts of Japan



ABSTRACT : PROBLEM TO BE SOLVED: To provide a technology for advertisement media evaluation to objectively evaluate how many persons see advertising media.

SOLUTION: The advertising media evaluation system is provided with a camera that is mounted on an advertising media and can photograph a front side of the advertising media, an image pickup controller that controls photographing of the camera, an image storage memory that once stores the photographed picture as a digital picture, an arithmetic unit that extracts a face of a person from the digital image, extracts an evaluation value of the face directed toward the advertising media and able to be evaluated from the extracted faces and collects the evaluation value, and an output device that outputs the collected result.

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